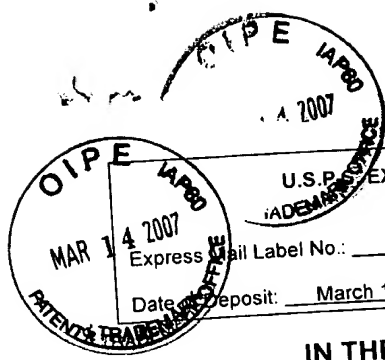


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U.S. POST EXPRESS MAIL "POST OFFICE TO ADDRESSEE" SERVICE
DEPOSIT INFORMATION

Express Mail Label No.: EV 963 106 166 US
Date of Deposit: March 14, 2007

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& LIONE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Dempski et al.
Appln. No.: 09/924,669
Filed: August 8, 2001
For: ENHANCED CUSTOM CONTENT
TELEVISION

Examiner: S. Chowdhury
Art Unit: 2161

Attorney Docket No: 10022/142

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL

Sir:

Attached is/are:

- ☒ Amendment and Response to the Office Action Mailed January 4, 2007; and
- ☒ Return Receipt Postcard.

Fee calculation:

- ☒ No additional fee is required.
- ☐ Small Entity.
- ☐ An extension fee in an amount of \$_____ for a _____-month extension of time under 37 C.F.R. § 1.136(a).
- ☐ A petition or processing fee in an amount of \$_____ under 37 C.F.R. § 1.17(_____).
- ☐ An additional filing fee has been calculated as shown below:

		Small Entity		Not a Small Entity	
	Claims Remaining After Amendment	Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee
Total	Minus			x \$25=	x \$50=
Indep.	Minus			x \$100=	x \$200=
First Presentation of Multiple Dep. Claim				+ \$180=	+ \$360=
				Total	\$

Fee payment:

- ☐ A check in the amount of \$_____ is enclosed.
- ☐ Please charge Deposit Account No. 23-1925 in the amount of \$_____. A copy of this Transmittal is enclosed for this purpose.
- ☐ Payment by credit card in the amount of \$_____ (Form PTO-2038 is attached).
- ☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

Joshua E. Garfield
Joshua E. Garfield (Reg. No. 58,416)

March 14, 2007
Date

BRINKS HOFFER GILSON & LIONE
NBC Tower - Suite 3600, 455 N. Cityfront Plaza Drive, Chicago, IL 60611-5599

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Our Case No. 10022/142

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Dempski *et al.*

Serial No.: 09/924,669

Filing Date: August 8, 2001

For : ENHANCED CUSTOM CONTENT
TELEVISION

Examiner: S. Chowdhury

Group Art Unit No.: 2161

**AMENDMENT AND RESPONSE TO THE OFFICE ACTION
MAILED JANUARY 4, 2007**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed January 4, 2007, the Applicants kindly request reconsideration of the rejection in view of the following remarks and arguments.

Listing of the Claims begin on page 2 of this paper.

Remarks begin on page 8 of this paper.